

West Virginia Department of Agriculture

Walt Helmick, Commissioner



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WVDA ACCEPTING NOMINATIONS FOR 2017 AGRITOURISM MEDIA AWARDS

Charleston, W.Va. – The West Virginia Department of Agriculture (WVDA) is seeking entries for the 2017 Agritourism Media Awards. The purpose of the annual awards is to celebrate and recognize excellence in advertising and promotion of West Virginia agritourism destinations and attractions. There is no entry fee. Deadline for submissions is Monday, Jan. 9, 2017.

The winners will be honored during the 2017 West Virginia Small Farms Conference, which runs Feb. 12-14 at the Charleston Civic Center.

West Virginia Agriculture Commissioner Walt Helmick said he believes development and recognition of agritourism as a niche market in the state's \$5 billion a year tourism industry is critical.

"Interest in events and activities associated with our farms and rural communities is high," said Commissioner Helmick. "We are seeing investment, growth and development in the agritourism sector, and that is thanks in part to outstanding marketing of our attractions. These awards highlight the best of these efforts."

Media categories include brochures, rack cards, photos, websites, video and social media campaigns. Examples of qualified West Virginia agribusinesses include pick-your-own and orchard operations, wineries / breweries / distilleries, agricultural fairs or festivals, hay mazes and bed and breakfast operations.

Entry materials must be mailed to: WVDA Communications and Marketing Division, 1900 Kanawha Blvd. East, Charleston, WV 25305, Attn: Agritourism Media awards.

A full entry package can be downloaded at www.agriculture.wv.gov. For more information, contact Beth Southern at 304-558-3708, or email her at bsouthern@wvda.us.

For more information about the Small Farms Conference, visit www.smallfarmcenter.ext.wvu.edu/events/conference.

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